



# THE FLASH

November 2002

201 W. Washington Ave., Suite 500 – Madison, WI 53703  
608.261.2500 or [info@forwardWI.com](mailto:info@forwardWI.com)

## **BIOWI.COM GOES LIVE! WISCONSIN LIFE SCIENCES E-PORTAL DEBUTS ON THE WEB**

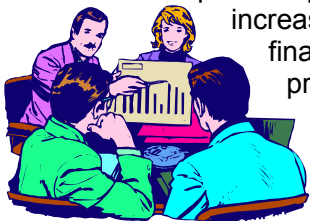
**B**ioWI.com has arrived! BioWI.com is Wisconsin's new life sciences e-portal web site and is a joint venture of Forward Wisconsin and the Wisconsin Biotechnology Association. BioWI.com offers a complimentary directory listing for any organization that is interested in Wisconsin's life sciences. This on-line directory will replace the CD-ROM directory distributed in the past by Forward Wisconsin. In addition,



BioWI.com is working to become a leading source for biotech news, information on Wisconsin's education system, upcoming life sciences events and linkages to relevant sites in the areas of research, employment, tourism and more! We encourage you to check out BioWI.com and to submit your comments and suggestions to Jayme Dennee at 608.261.2505 or [jdennee@commerce.state.wi.us](mailto:jdennee@commerce.state.wi.us).

## **WISCONSIN PLASTICS INDUSTRY DAY IS NOVEMBER 19**

**T**he 2<sup>nd</sup> annual "Wisconsin Plastics Industry Day" will be celebrated on Tuesday, November 19 with a program at The Madison Club in Madison from 11:00 a.m. to 4:00 p.m. The agenda will include an overview of Wisconsin's recent elections, a business outlook, a workforce development panel, a discussion on increasing your company's financial efficiency and a presentation on Wisconsin's plastics cluster initiative.



Registration for the event is \$20, with lunch included, and can be completed at the door. Additional details on "Wisconsin Plastics Industry Day" may be found at [PlasticsWI.com](http://PlasticsWI.com).

According to the Society of Plastics Industry, Wisconsin ranks 10<sup>th</sup> in the country in plastics industry employment, 53,300, and boasted a 24 percent employment growth rate from 1996 to 2000. Plastics is

one of Forward Wisconsin's six target industries and Wisconsin is home to over 600 plastics firms. Forward Wisconsin has created a web site – [PlasticsWI.com](http://PlasticsWI.com) – to promote the industry and encourage partnerships. Recently, Forward Wisconsin partnered with Xcel Energy and the Eau Claire Area Economic Development Corporation to develop a Wisconsin plastics industry marketing piece. For more information or to register for the event log on to [PlasticsWI.com](http://PlasticsWI.com).



## **ALLIANT ENERGY MAINTAINS ITS STRONG COMMITMENT TO FORWARD**

**S**ince 1984, Alliant Energy and its predecessor, Wisconsin Power & Light, has kept its commitment to Forward Wisconsin and the economic development marketing of the State of Wisconsin. Recently, Alliant Energy again pledged to be a major financial contributor to Forward Wisconsin. Alliant's annual financial commitment is only one aspect of the firm's support, however. Alliant makes resource, people and time commitments as well with event sponsorships, participation in marketing activities, board membership and membership on the economic development, plastics and bioscience advisory committees. A big "thank you" to



Alliant Energy for all that the company does to provide greater reach for the Forward Wisconsin message and for helping to grow Wisconsin's economy!

## **FORWARD BOARD ELECTS NEW VICE CHAIR AT ANNUAL MEETING**

**T**he Forward Wisconsin Board of Directors elected a new vice chair at the Forward Wisconsin Annual Meeting on September 23<sup>rd</sup>. Holly Reed, Vice President of Government & External Affairs with SBC/Ameritech, was elected vice chair and replaces Bob Puissant. Puissant, a former We Energies executive, had served as vice chair for the previous 18 months. Congratulations Holly!

